THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDI) : (a) Value of exports of Homoeopathy, Ayurvedic and Unani Medicines during the Ninth Five Year Plan :-

(Rs. Crores)

Item Description	Item code	1997-98	1998-99	1999-2000	2000-2001	2001-2002	Total in 9th plan
1	2	3	4	5	6	7	8
Ayurvedic & Unani Medicines for therapeutic prophylactic uses not put up for retail sale	30039001	42.24	34.76	36.23	95.54	92.26	302.03
Homoeopathic Medicines for therapeutic prophylactic uses not put up for retail sale	30039002	3.10	0.37	0.67	2.19	2.04	8.37
Ayurvedic & Unani Medicines put up for retail sale	30049001	118.77	98.85	108.80	124.97	147.53	598.92
Homoeopathtic Medicines put up for retail sale	30049002	0.79	1.33	3.19	8.97	3.74	18.02

Source: DGCIS

(a) The Department of ISM&H have constituted a Task Force to suggest measures to promote export of Homoeopathy, Ayurvedic and Unani Medicines. However, no detailed proposals of exports for the Tenth Five Year Plan have been worked out.

Knowledge of child care

4510. SHRI R.P. GOENKA : Will the MINISTER OF HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether mal-nutrition is most common among children due to delayed complementary feeding; and

(b) whether Government have undertaken any publicity campaign to address insufficient knowledge of proper child care?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI A. RAJA) : (a) Mal-nutrition is very common in children under the age of five years. As per National Health Survey in India, about 50—60% children are mal-nourished by the age of two years. However, severe form of protein energy mal-nutrition (PEM) exists in 3-4% cases. Most of the cases of PEM occurs due to low birth weight babies (30% of total birth *i.e.* about 8 million) coupled with non-compliance of exclusive breast feeding in first six months and delayed institution of complementary feeding beyond six months.

(b) The field units of Food and Nutrition Board regularly organize nutrition education programme with focus on promotion of breast-feeding and complementary feeding. Special programmes are also organized by these units in collaboration with the State Governments/NGOs during the World Breast-feeding Week, 1st—7th August every year.

Charts and posters on promoting complementary feeding of infants have been developed and printed in regional languages and disseminated.

The Department of Family Welfare takes up publicity campaign through electronic media, print media, and through inter-personal communication activities by Song & Drama Division, and Department of Field Publicity of Ministry of Information & Broadcasting, and States/UTs.

The Department has produced video spots on Child Care, Immunization etc. which are telecast through Doordarshan. A magazine programme 'Kalyani' is being produced and telecast through Doordarshan in Northern States.

The audio spots/jingles and sponsored programmes based on folk music film songs and drama based programmes are broadcast through AIR covering *inter-alia* the Child Health issues.

The Department has published booklets, posters, folders, single sheeters to promote better child health and disseminate information on Child Care by parents/health functionaries. The Department has also printed Immunization Cards in all languages for distribution through the Health Centres for record of Immunization all over the country. The Department has specially distributed laminated Immunization Schedule in EAG States for the parents to make them aware about the need for immunization against six vaccine preventable diseases. The Department has also issued advertisements on better child care through all major language newspapers in the country.